



17<sup>th</sup> Annual Executive Seminar Series on International Trade

Massachusetts Small Business Development Center Network  
**Massachusetts Export Center**

*in cooperation with MassDevelopment*

present



Fall 2008  
**Partners for Trade**  
Seminar and Registration Guide

*In Collaboration With*  
U.S. Small Business Administration  
University of Massachusetts Amherst, Isenberg School of Management  
Massachusetts Department of Business Development  
Massachusetts Office of International Trade & Investment  
U.S. Department of Commerce



Deval L. Patrick  
Massachusetts Governor

*The Massachusetts Export  
Center is committed to helping  
the state's businesses succeed  
in today's global marketplace.*

*The world is your market.  
Take the next step.  
Join us as a partner for trade.*



Robert H. Nelson  
SBA District Director

## Register for seminars online at [www.mass.gov/export](http://www.mass.gov/export)

**Preregistration is required** for all seminars and payment must accompany registration form. Confirmations will not be sent — please mark your calendar!



**Cancellation/Refund Policy:** Cancellations received at least 48 hours prior to the seminar will be entitled to a refund. Cancellations must be called into 413-545-6309 or emailed to [cornwell@msbdc.umass.edu](mailto:cornwell@msbdc.umass.edu). No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program.

**Discount Pricing:** Seminars are offered at a nominal fee; therefore, we do not offer any discount pricing.

**Seminar materials are for attendees only.**

**Series Payment:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail.

**Walk-Ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar.

**Payment** is due with your registration. We accept cash and personal or company checks. Sorry, we do not accept credit cards or purchase orders, nor do we invoice participants.

**No Shows:** Due to the costs we incur as a result of people who sign up for seminars and do not attend, effective immediately, the MSBDC will bill unpaid registrants for the full cost of the seminar unless cancelled by noon the day prior to the event.



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*A portion of the funds for this publication were provided by MassDevelopment.*



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### Fall 2008

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\* Part of our Export Logistics and Regulatory Compliance Certificate Series

*Although accurate at press time, seminars may be added, rescheduled or cancelled.  
To confirm dates, please visit our website at [www.mass.gov/export](http://www.mass.gov/export).*

# Program Descriptions

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## **Advanced International Letter of Credit and Risk Management Certificate Program**

This seminar will review the entire letter of credit process, from the initial proforma invoice or quote to the actual shipment and payment. The program will discuss real-world letter of credit mechanics with an extensive look at how letters of credit can be structured to meet the specific needs of the buyer and seller. Different types and uses of letters of credit will be reviewed, including transferable letters of credit, standby letters of credit, assignment of proceeds and banker's acceptances.

The seminar will also review letter of credit documents, common discrepancies, Incoterms and shipping documents. Export financing programs will also be discussed. The seminar will conclude with a review of foreign exchange. Participants will learn about foreign exchange fundamentals, hedging tools and strategies to manage the bottom-line costs of international business.

Company personnel who handle letter of credit transactions and personnel at the accounting and finance level are encouraged to attend. This program will also be of benefit to marketing and sales staff who need to be thoroughly versed in payment options in order to properly arrange international payment terms. Participants will receive a certificate of completion issued by the Massachusetts Export Center and Silicon Valley Bank.

- Mary Papazian, Vice President and Senior Foreign Exchange Advisor — Silicon Valley Bank
- Carla Winfield, Vice President and Senior Global Advisor — Silicon Valley Bank

Date: Wednesday, November 19, 2008

Time: Registration 8:30 a.m.; Program 9:00 a.m. - 3:00 p.m.

Location: Silicon Valley Bank, Newton

Cost: \$95 includes seminar materials, breakfast and lunch

**SVB** Silicon Valley Bank  
A Member of SVB Financial Group

## Complying with the ITAR: A Case Study

The International Traffic in Arms Regulations (ITAR) impacts many technology companies — is yours impacted, too? You may be surprised!

Did you know...

- ★ The ITAR applies to a wide variety of wholly benign (non-lethal) products and services, including components and subcomponents that have no apparent military utility.
- ★ Products specifically designed, developed, manufactured or configured to military specifications or for use with a military article are likely subject to the ITAR, even if they are sold for a civilian use.
- ★ You do not need to manufacture directly for or sell your products directly to the military to be subject to the ITAR. Activities on behalf of prime and subprime defense contracts are impacted by the ITAR as well.
- ★ Granting access to ITAR-controlled technical data to foreign persons within the U.S. (including visa holders or visiting students or interns) is considered an export to that person's home country requiring a license or other Government approval.
- ★ If a product is subject to the ITAR, you are required to register with the State Department's Directorate of Defense Trade Controls, even if you are not engaged in export transactions.

In the world of international trade, it's what you don't know that can hurt you. With the U.S. government's focus on homeland security and its increasing reliance on local companies for the development and production of defense-related products and services, your activities may well be subject to the ITAR.

This seminar will be presented in a case study format. Real-world situations and lessons learned will be shared. Various aspects of the case study will likely be familiar to you in the context of your own experiences, allowing you to learn effectively how to spot ITAR issues before they negatively impact your business. You will also learn about current enforcement trends and best practices for avoiding violations.

- Kerry Scarlott, Partner – Posternak, Blankstein & Lund LLP

Date: Thursday, December 11, 2008

Time: Registration 8:30 a.m.; Program 9:00 - 11:00 a.m.

Location: Posternak, Blankstein & Lund LLP, Boston

Cost: \$75 includes materials and breakfast; does not include parking



## Essentials of Exporting



**Sovereign Bank**



**L.J. ROGERS INC.**

Licensed Customs Brokers & Freight Forwarders



This half-day program will highlight and review all the most important topics, skills, and resources needed to become a successful exporter. We will cover all the major components of the export process:

international sales and marketing; export logistics and banking; and export regulatory compliance. This program will pack your morning with all the information you need to know in order to get started with your export operations, or build and expand upon your existing international sales. You will come away with at least ten new ideas of ways to expand your international business, or solve issues you're currently facing. One of the brightest spots in the current economy is the boom in U.S. exports — don't miss out on your company's share!

- Michael Laffan, VP, International Trade Banking — Sovereign Bank
- Nancy Lowd, Senior Int'l Trade Advisor — Massachusetts Export Center
- Laura Mullin, President — L.J. Rogers Inc.
- Paula Murphy, Director — Massachusetts Export Center

Date: Tuesday, December 9, 2008

Time: Registration 8:30 a.m.; Program 9:00 a.m. - 12:00 Noon

Location: Sovereign Bank, New Bedford

Cost: \$50 includes seminar materials and breakfast

## Export Open House



BAX goes Schenker  
Schenker  
Logistics



Future's Inspired

Federal and state governments offer a broad range of programs available to help companies with their international business efforts. Services range from day-to-day operational export assistance to in-depth support of overseas sales and marketing efforts.

The Export Open House will feature brief presentations by federal and state government export promotion agencies. Following the presentations, participants will have the opportunity to meet one-on-one with government officials to address specific export questions and challenges. Join us to

learn about all the resources available to you as an exporter!

Representatives from the following government agencies will participate:

- William Davis II, Senior International Trade Specialist — U.S. Department of Commerce, Foreign Commercial Service
- Eric Hunter, Vice President — MassDevelopment
- John Joyce, International Trade and Finance Manager — U.S. Small Business Administration
- Diana La Muraglia, Director of Business Development — Massachusetts Office of International Trade & Investment
- Carla Miller, Manager — WISERTrade
- P. Ann Pieroway, Western Massachusetts Regional Director — Massachusetts Export Center

Date: Thursday, December 4, 2008

Time: Registration 8:30 a.m.; Program: 9:00 - 11:00 a.m.

Location: The Kittredge Center at HCC, People's Conference Room, Holyoke

Cost: \$10 includes continental breakfast

## Face to Face in Fitchburg: Expert Export Advice



International markets have become increasingly important for Massachusetts companies that find themselves competing in a global marketplace with manufacturers and high-technology firms from other countries. Many new opportunities exist in an environment of the falling dollar and growing demand in the emerging and established markets for a wide range of products and services.

Is your company looking for guidance on establishing a presence in the foreign markets? Or are you already exporting and need specific advice on establishing partnerships in the international markets, filling out export documentation, developing an export regulatory compliance system, financing your overseas orders or any other issues related to international trade? If you do, the one-on-one counseling session with an export expert will help you to achieve your goal.

The North Central Massachusetts Chamber of Commerce and North Central Massachusetts Economic Development Council are hosting an export expert that will be able to answer your questions on a wide range of topics. Enrollment is limited and preregistration is required.

- Julia Dvorko, Central MA Regional Director — Massachusetts Export Center

Date: Thursday, October 16, 2008

Time: 9:00 a.m. to 4:00 p.m.

Location: North Central Massachusetts Chamber of Commerce, Fitchburg

Cost: No charge, but preregistration is required



## Meet the Massachusetts Export Center

Do you have specific exporting challenges, questions or goals? Or, would you like to export but don't know where to begin? If so, then this forum is for you!

International trade specialists from the Massachusetts Export Center will be available to meet with exporters and prospective exporters at leading chambers of commerce throughout the state. Export Center representatives will provide free and confidential consulting and technical assistance on all aspects of international business, including: global strategic planning; international marketing and business development; export documentation and logistics; export legal and regulatory compliance; and global trade finance.

Interested companies will be able to schedule individual one-on-one appointments to address their specific export concerns.

The following Massachusetts Export Center staff will be available:

- Julia Dvorko, Central MA Regional Director (Worcester)
- Marie Hladikova, Trade Services Manager (Lawrence)
- Nancy Lowd, Senior International Trade Advisor (Fall River, New Bedford)
- Paula Murphy, Director (Quincy)
- Ann Pieroway, Western MA Regional Director (Holyoke, Springfield)

Date: Wednesday, November 12, 2008

Time: 9:00 a.m. - 4:00 p.m.

Locations:

- Fall River: Fall River Area Chamber of Commerce & Industry
- Holyoke: Holyoke Community College, Kittredge Business Center
- Lawrence: Merrimack Valley Chamber of Commerce
- New Bedford: New Bedford Area Chamber of Commerce
- Quincy: South Shore Chamber of Commerce
- Springfield: Affiliated Chambers of Commerce of Greater Springfield
- Worcester: Worcester Regional Chamber of Commerce

Cost: No charge - Enrollment is limited and preregistration required. Due to the nature of this program, we cannot accept walk-ins.





## New Census Regulations: What Exporters Need to Know About Mandatory AES Filing



The new Census rule requiring mandatory filing of export information through the Automated Export System (AES) was recently passed. As of September 30, 2008, all exporters must file export information electronically through the AES or AESDirect. Additionally, the new Census regulations have tougher penalty provisions that will affect every exporter. Violations include delayed filing, failure to file, filing of false information and more. Penalties will range from \$1,100 to \$10,000 per violation. Also, all AES users are faced with new filing deadlines, depending on mode of transportation. It is important that

exporters understand these new regulations to avoid increased penalties and cargo seizures.

This seminar will be the first opportunity for Massachusetts exporters to hear directly from the Census Bureau since the release of the new regulations. This intensive program will feature a specialist from The U.S. Census Bureau, special agent in charge from the Office of Export Enforcement, which has an enforcement authority over the new regulations, and a UPS representative in charge of AES filings.

Topics will include an overview of the new export regulations, exporter responsibilities under the laws, a detailed overview required information and filings under AES, new enforcement initiatives, and the role and responsibilities of freight forwarders and carriers under the regulations.

- Jerome Greenwell, Trade Ombudsman — Foreign Trade Division, U.S. Census Bureau
- John McKenna, Special Agent in Charge — U.S. Department of Commerce, Bureau of Industry and Security, Office of Export Enforcement
- Maurice Mitchell, International Account Manager — UPS Worldwide Services

Date: Thursday, November 13, 2008

Time: Registration 8:30 a.m.; Program 9:00 a.m. to 3:00 p.m.

Location: Doubletree Hotel (formerly Sheraton), Milford

Cost: \$95 includes continental breakfast and lunch

# Export Logistics and Regulatory Compliance Certificate Series

**In today's complex export environment, regulatory compliance and traditional logistical issues are inextricably linked.** Simple logistical mistakes may have repercussions that can lead to noncompliance with U.S. export regulations and foreign customs requirements. Companies that don't take a holistic approach to all of these issues will leave themselves open to fines, customs seizures, delays, and possible enforcement action.

Our four-part Export Logistics and Regulatory Compliance Certificate Series is designed to provide exporters with a comprehensive, working understanding of the day-to-day mechanics of international trade while focusing on the latest trends and requirements essential to achieving full compliance. The series will provide helpful tips, tools and practices that businesses can use to optimize their export operations. Space is limited. Participants who complete the entire four-part series will receive a certificate of completion issued by the Massachusetts Export Center.

## **Export Logistics, Classification and Incoterms** (October 17)

This seminar is designed to help companies understand the basic steps and tools in the export process. It will focus on the fundamentals of export logistics, including product and tariff classification, Incoterms 2000, international shipping procedures, customs clearance, working with freight forwarders, packaging, cargo insurance and duty drawback.

- Ronald Castellanos, Specialty Program Manager — Hanover Insurance
- Scott Hughes, Sales & Business Development — Chick Packaging of New England
- Michael Jeannotte, District Manager, Boston — DHL Global Forwarding
- Herbert Lynch, Partner — Sullivan & Lynch, PC
- Robert Osburn, Business Development Manager, Eastern Region — DHL Global Forwarding
- James Sullivan, Partner — Sullivan & Lynch, PC

## **Export Documentation and Shipping Under Free Trade Agreements** (October 24)

This hands-on seminar will guide participants through the process of completing major export documents, such as Commercial Invoices, Certificates of Origin and others. The seminar will also discuss the new Census Bureau regulations requiring exporters to file their information via the Automated Export System (AES) and will review AES filing requirements step-by-step. Accurate valuation of export shipments, including special cases such as warranties and repairs, will also be discussed. Finally, the seminar will review new and existing U.S. free trade agreements that provide duty-free access to many countries for U.S. exporters. The seminar will review documentation and procedures for shipping under free trade agreements and will discuss eligibility under rules of origin, preference criteria, tariff shifts, regional value content and more.

- Michael Jeannotte, District Manager, Boston — DHL Global Forwarding
- Herbert Lynch, Partner — Sullivan & Lynch, PC
- Robert Osburn, Business Development Manager, Eastern Region — DHL Global Forwarding
- James Sullivan, Partner — Sullivan & Lynch, PC

# Export Logistics and Regulatory Compliance Certificate Series

(con't)

**Dates:** Fridays: October 17, October 24, November 7, November 14

**Time:** Registration 8:30 a.m.; Program 9:00 a.m. – 3:00 p.m.

**Location:** Saltonstall Building, 100 Cambridge Street, Boston

**Cost:** \$450 for the entire series or \$130 per individual session includes seminar materials, breakfast and lunch; does not include parking

This event is approved by NCBFAA for  
24 CES continuing education points.



## Export Regulatory Compliance (November 7)

This seminar will walk participants step-by-step through U.S. export control requirements while focusing on special issues and areas of concern for exporters. The program will provide an overview of export regulations, including their scope and structure, as well as the various government authorities responsible for developing and enforcing regulatory policy. The seminar will then review the specific steps necessary to achieve compliance, including: denied party screening, embargoes, antiboycott controls, commodity jurisdiction, product controls, ECCN classification, deemed exports and export licensing procedures. The seminar will also discuss export clearance and enforcement trends, recordkeeping obligations and compliance programs.

- Jonathan Epstein, Partner — Holland & Knight
- John McKenna, Special Agent in Charge — U.S. Department of Commerce, Office of Export Enforcement

## Best Practices for Developing Export Procedures and Compliance Programs (November 14)

This seminar will feature speakers from some of the area's leading exporting firms to share best practices for developing export procedures and compliance programs. Guest speakers will provide tips and information on their practices across several different areas, including: selecting and working with freight forwarders; handling routed freight transactions; product classification and classification tracking; order entry and screening; documentation and recordkeeping. An overview of export compliance programs and technology control plans, including basic elements and other relevant issues such as customization, implementation and maintenance will also be discussed.

- Cidalia Bernardes, Global Customer Service & Compliance Manager — Aspect Medical Systems
- Luiz da Costa, Trade Compliance Manager — Genzyme Corporation
- Robert Daniels, Director, Worldwide Logistics — Avid Technology, Inc.
- Natascha Finnerty, Principal — DL Exports International
- Kenneth Halle, Chief Strategy Officer — Kewill
- Pieter Whittemore, Senior Trade Compliance Manager — Celestica, Inc.



## Nuts and Bolts of ITAR



Since 9/11, export regulations have become more complex and companies are often at a loss in determining where they need to comply with the regulations, especially the ITAR (International Traffic in Arms Regulations). The ITAR affects both large and small companies and any company that sells to the Defense Department, whether they export or not. Challenges for manufacturers include commodity jurisdiction and export licensing. Exporters may also be required to obtain a Technical Assistance Agreement (TAA) to perform defense services or disclose technical data. This seminar is designed to assist company in the process of determining their classification and whether they need a license.

- Cindy Hollohan, Export Compliance Manager — ITT Corporation
- Cheryl Maron, Director, Export Compliance — Smith & Wesson
- Ralph Sheppard, Esquire — Meeks, Sheppard, Leo & Pillsbury

Date: Tuesday, October 21, 2008

Time: Registration 8:30 a.m.; Program 9:00 a.m. - 1:00 p.m.

Location: The Kittredge Center at HCC, People's Conference Room, Holyoke

Cost: \$75 includes seminar materials and continental breakfast



### Massachusetts Export Center Receives Two National Awards

The Massachusetts Export Center received two national awards earlier this year. The Export Center received the Presidential E Award for excellence in exporting and the U.S. Small Business Administration's Small Business Development Center (SBDC) Service

Center Excellence and Innovation Award. Both awards were presented in Washington, D.C.

The E Award is the highest honor the federal government can give to American people, firms or organizations that have made significant contributions to the increase of American exports. The Massachusetts Export Center was presented this award by President George W. Bush and U.S. Secretary of Commerce Carlos M. Gutierrez.

## Shipping Under NAFTA and Other Free Trade Agreements



Over the past few years, the number of U.S. free trade agreements has grown to include new regions of the world. Besides the North American Free Trade Agreement (NAFTA) and Israel, there are now several other agreements including Central America (CAFTA-DR), Jordan, Singapore, Australia, Chile and others. While this seminar will primarily cover shipping under NAFTA,

shipping under other free trade agreements will also be discussed. To take advantage of the duty preferences afforded under any free trade agreement, exporters must go through an entire process of procedures and documentation, while ensuring ongoing compliance with the rules and regulations of the free trade agreement. This seminar will provide an overview of free trade agreements and will discuss eligibility under rules of origin; tariff shifts; regional value content; claims and liability.

- Ralph Sheppard, Esquire — Meeks, Sheppard, Leo & Pillsbury

Date: Wednesday, November 5, 2008

Time: Registration 8:30 a.m.; Program 9:00 a.m. - 1:00 p.m.

Location: The Kittredge Center at HCC, Room 302, Holyoke

Cost: \$75 includes continental breakfast and materials

"The Massachusetts Export Center has demonstrated a sustained commitment to export expansion and is helping to keep America competitive in the global marketplace. I commend them for contributing to last year's record in goods and services exports", said Gutierrez.

The SBDC Service Center Excellence and Innovation Award honors Small Business Development Centers for their innovation and excellence in assisting entrepreneurs and small business owners achieve their business goals. There are over 1,000 SBDCs in the United States, and the Massachusetts Export Center was the nationwide winner of this award, which was presented by Steven Preston, Administrator of the U.S. Small Business Administration.

In the photo, the staff of the Massachusetts Export Center with their colleagues at the U.S. Department of Commerce (pictured from left to right): Julia Dvorko, Central Massachusetts Regional Director Massachusetts Export Center; Marie Hladikova, Trade Services Manager Massachusetts Export Center; Paula Murphy, Director Massachusetts Export Center; BreAnne Yothers, Assistant Trade Specialist Massachusetts Export Center; Ann Pieroway, Western Massachusetts Regional Director Massachusetts Export Center; Edward Merguerian, International Trade Specialist U.S. Department of Commerce Commercial Service; Dorothy Zur Muhlen, Director U.S. Department of Commerce Commercial Service; Israel Hernandez, Assistant Secretary of Commerce for Trade Promotion

# Driving Directions

Additional directions and maps available at [www.mass.gov/export/directions.htm](http://www.mass.gov/export/directions.htm)

## **Affiliated Chambers of Commerce of Greater Springfield • 1441 Main Street, Suite 136, Springfield • (413) 787-1555**

*From I-91 North:* Take Exit 6/Springfield Center onto East Columbus Avenue to Boland Way (Sheraton is on right). Take a right onto Boland Way and proceed through light. The Chamber is located in the Banknorth Building and the parking lot is located on the left side of Harrison Street. *From I-91 South:* Take Exit 7/Springfield Center -Columbus Avenue. Turn left at the light at the end of the ramp. Circle under the highway and go straight through one light. The Chamber is located in the Banknorth Building and the parking lot is located on the left side of Harrison Street. *From Mass Pike West:* Take Exit 6 to Route 291. From Route 291, take Dwight Street exit. Turn left at the end of the ramp, follow Dwight Street to Harrison Avenue, and take a right on Harrison. The Chamber is located in the Banknorth Building and the parking lot is located on the left side of Harrison Street. *From Mass Pike East:* Take Exit 4 to Route I-91 South and follow directions above.

## **Fall River Area Chamber of Commerce • 200 Pocasset Street, Fall River • (508) 676-8226**

*From New Bedford /Cape Cod:* Take Route 195 West to Exit 5 (Route 138/79). Bear left towards Route 138 South (North Tiverton, RI). At the split, bear right towards 138 South (North Tiverton, RI) and proceed straight off the exit. At the first set of lights take a left (Columbia Street). Proceed up Columbia Street to the first set of lights and take a left onto Milliken Boulevard. Proceed down Milliken Boulevard and take your second right onto Connector Street. Once at the end of Connector Street (a very short street), the Chamber is directly in front of you. It's a white building, standing alone, with a parking lot adjacent. *From the North:* Follow Route 24 South into the Fall River area and take Exit 7 off of Route 24 (N. Fall River Somerset Route 79). Follow Route 79 to the Route 6/Davol Street/North 138 Somerset Exit and bear right onto the exit. At the end of the exit ramp, stay straight and follow signs for 6 East Davol Street. Get into the right lane and stay straight on Davol Street. Follow Davol Street along the waterfront and under the Braga Bridge until you reach a yellow flashing light. Take a left at the yellow flashing light intersection. Once you make a small bend in the street, you'll see the Chamber building on your left. It's a white building, standing alone, with a parking lot adjacent, across the street from the Herald News.

## **The Kittredge Center at Holyoke Community College • 303 Homestead Avenue, 3rd Floor, Holyoke • (413) 538-7000**

*From Route I-91 North or South:* Take Exit 16 (Route 202/Holyoke). At the bottom of the ramp, take a left (if traveling from the south) or right (if traveling from north of the exit) onto Cherry Street. At the traffic light, take a left onto Homestead Avenue. Go less than a mile and the HCC Campus entrance is on the right. Enter main entrance and take a left. Continue to "E" parking lot. Walk to The Kittredge Center and go to the third floor. *From Mass Turnpike:* Take Exit 4 to I-91 North and follow directions from Route I-91.

## **Merrimack Valley Chamber of Commerce • 264 Essex Street, Lawrence • (978) 686-0900**

*From the North or South:* Take Route 93 to Exit 44A toward Lawrence – Route 495 North. Take the Marston Street Exit 44-45 toward Merrimack Street/Lawrence. Take Exit 44-45B toward Route 495 South Marston Street/Merrimack Street. Take the Marston Street Exit 45B. Take a left on Canal Street (historic district sign) and follow Canal Street to bottom of the hill. Go right at the lights on Jackson Street. Proceed to next set of lights and turn onto Essex Street. The Chamber is located at 264 Essex Street on the left. There is public parking lot and parking garage at the rear of the building.

## **New Bedford Area Chamber of Commerce • 794 Purchase Street, New Bedford • (508) 999-5231**

*From Boston and points North:* Take Route 24 South to 140 South. Take Exit 2E onto I-195 East. Take Exit 15 (Downtown New Bedford) onto Route 18. At the second light, turn right on to Union Street. At the second set of lights, turn right onto Purchase Street. The Chamber is on the right side of the road. Metered parking can be found along the streets. Public parking is available in a garage on Elm Street (proceed on Purchase Street and take a right onto Elm Street). *From points West (Fall River, Providence) and East (Cape Cod):* Take Route 195 to Exit 15 (Downtown New Bedford) onto Route 18. At the second light, turn right on to Union Street. At the second set of lights, turn right onto Purchase Street. The Chamber is on the right side of the road. Metered parking can be found along the streets. Public parking is available in a garage on Elm Street (proceed on Purchase Street and take a right onto Elm Street).

## **North Central Massachusetts Chamber • 860 South Street, Conference Room, Fitchburg • (978) 353-7600**

*From Greater Boston:* Take Route 2 West to Exit 30. Take a right at the end of the exit ramp towards the traffic lights. Take a left at lights and drive approximately one-half mile. The Chamber will be on the right across from Twin City Animal Hospital. Driveway is before Chamber building. *From Greater Worcester:* Take Route I-190 North to Route 2 West to Exit 30. Take right at the end of the exit ramp towards the traffic lights. Take a left at lights and drive approximately one-half mile. The Chamber will be on the right across from Twin City Animal Hospital. The driveway is before Chamber building. *From Western Massachusetts:* Take Route 2 East to Exit 30. At the end of the exit ramp, take a right to lights. Go straight through lights and drive approximately one-half mile. The Chamber will be on the right across from Twin City Animal Hospital. The driveway is before Chamber building.

## **Posternak, Blankstein & Lund LLP • The Prudential Tower, 800 Boylston Street, 33rd Floor, Boston • (617) 973-6100**

*From the North:* From Route 93 take Exit 26, Leverett Connector/Storrow Drive, and follow to the Copley Square exit on the left. Take a right onto Beacon Street and follow to Exeter Street. Take a left onto Exeter Street and follow 4 blocks. The Prudential Center Garage will be on the right. See "Parking/Security" below. *From the South:* From Route 93 take Exit 18, Massachusetts Avenue. Follow signs to Massachusetts Avenue and turn right. Follow Massachusetts Avenue for about two miles to Huntington Avenue. Take a right on Huntington Avenue. Take a left on Belvidere Street. The Prudential Center garage entrance will be on your right before Sovereign Bank. See "Parking/Security". *From the West:* Follow the Mass Pike eastbound into Boston. Get off at Exit 22/Copley Square/Prudential Center and follow signs for Prudential Center. This will take you directly to the Prudential Center Garage entrance on your right. See "Parking/Security". *Parking/Security:* The Prudential Center Garage is large and sprawling. If you are on the yellow level (P3), the "Attended Parking" section has valet parking at no additional charge, and is directly across from the Prudential Tower escalators. Otherwise, park in any available spot. Enter the Prudential Center and locate the lobby of the Prudential Tower. Check in with the lobby security desk – photo ID will be needed. Call 617-973-6100 with any problems. *Public Transportation:* Nearest train stations: Green Line – Prudential Station or Copley Station; Orange Line – Back Bay Station.

### **Saltonstall Building • 100 Cambridge Street, 2nd Floor, Conference Room C-D, Boston**

*From the North:* Take I-93 Southbound to Exit 24A, Government Center. At the end of the exit stay right and follow signs to Government Center/Faneuil Hall. Pass a parking garage on your right and Quincy Market on your left. Turn left onto North Street. Turn right onto Congress Street. At the second set of lights take a left onto New Chardon Street, and go through one set of lights. Turn left at the next signalized intersection onto Cambridge Street; the entrance to 100 Cambridge Street is on the right. To park in the building garage, pass 100 Cambridge Street and take an immediate right onto Somerset Street and a right into the garage. Pick up badge from security desk in the lobby before proceeding up the escalator to the 2nd floor. Photo ID needed. *From the South:* Take I-93 Northbound to Government Center exit (Exit 23). Stay in the left lane as you exit and go towards Government Center/Aquarium. At the end of exit ramp, bear right onto North Street. You will pass Quincy Market on your left. At the set of lights, turn right onto Congress Street (following signs to North Station). At the second set of lights take a left onto New Chardon Street, and go through one set of lights. Turn left at the next signalized intersection onto Cambridge Street; the entrance to 100 Cambridge Street is on the right. To park in the building garage, pass 100 Cambridge Street and take an immediate right onto Somerset Street and a right into the garage. Pick up badge from security desk in the lobby before proceeding up the escalator to the 2nd floor. Photo ID needed. *From the West:* Take the Mass. Pike East to Exit 24B onto Route 93 North towards Concord, NH. Now follow directions from the South (above). To park in the building garage, pass 100 Cambridge Street take an immediate right onto Somerset Street and a right into the garage. Pick up badge from security desk in the lobby before proceeding up the escalator to the 2nd floor. Photo ID needed. *Public Transportation:* Nearest subway stations: Blue Line – Bowdoin Station (directly across the street); Green Line – Government Center.



### **Sheraton Milford Hotel • 11 Beaver Street, Milford • (508) 478-7010**

*From the East or West:* Take Route I-90 (Mass Pike) to Route 495 South. Take Exit 19. At bottom of ramp take a right, then take the first right in between the Mobil gas station and Burger King. The Sheraton Milford Hotel is on the left. *From the North or South:* Take Route I-495 to Exit 19. At bottom of ramp take a left and turn right between the Mobil gas station and Burger King. The Sheraton Milford Hotel is on the left.

### **Silicon Valley Bank • One Newton Executive Park, 2221 Washington Street, Suite 200, Newton • (617) 630-4100**

*Newton Executive Park is conveniently located on Route 16 at the intersection with Route 128/I-95.*

*From the North:* Take Route 128/I-95 South to Exit 21B (Route 16). The long exit ramp brings you to Route 16/Washington Street. Turn right onto Washington Street and then take immediate right at Executive Park Drive into the Newton Executive Park. Building One is immediately on your right. *From the West:* Take the Mass Pike (I-90) East towards Boston. Exit at Route 128/I-95 South towards Cape Cod. Take Exit 21B (Route 16). The long exit ramp brings you to Route 16/Washington Street. Turn right onto Washington Street and then take immediate right at Executive Park Drive into the Newton Executive Park. Building One is immediately on your right. *From the South:* Take Route 128/I-95 North to Exit 21 (Route 16, Newton/Wellesley). Turn left onto Washington Street (Route 16 West). Go over the highway and through the traffic light. Take a right at Executive Park Drive into the Newton Executive Park. Building One is immediately on your right.

### **South Shore Chamber of Commerce • 36 Miller Stile Road, Quincy • (781) 479-1111**

*From Boston and the North Shore:* Take I-93 South. Bear to the left at the Braintree split, following signs for Exit 7 – Route 3 South (Braintree/Cape Cod). Immediately after the split, take Exit 18 (Washington Street/Quincy). Follow signs for Quincy Center. Proceed straight through the traffic lights at the bottom of the ramp and continue straight onto Burgin Parkway. Follow Burgin Parkway into Quincy Center. Turn right onto Granite Street at a set of lights. At the next set of lights, proceed straight into the intersection, passing Hancock Street on the right, and taking the next right onto Chestnut Street. Follow Chestnut Street to a stop sign. Proceed straight onto Miller Stile Road. The Chamber is the large white building on the left. *From the South Shore & Cape:* Take Route 3 North to Exit 19 – Quincy Center/T Station. Follow the signs to Quincy Center. Proceed straight through the traffic lights at the bottom of the ramp and continue straight onto Burgin Parkway. Follow Burgin Parkway into Quincy Center. Turn right onto Granite Street at a set of lights. At the next set of lights, proceed straight into the intersection, passing Hancock Street on the right, and taking the next right onto Chestnut Street. Follow Chestnut Street to a stop sign. Proceed straight onto Miller Stile Road. The Chamber is the large white building on the left. *From Route I-95/128 Area:* Take I-95/128 South to I-93 North. Take Exit 7 for Route 3 South towards Cape Cod. Immediately after the split, take Exit 18 (Washington Street/Quincy). Follow signs for Quincy Center. Proceed straight through the traffic lights at the bottom of the ramp and continue straight onto Burgin Parkway. Follow Burgin Parkway into Quincy Center. Turn right onto Granite Street at a set of lights. At the next set of lights, proceed straight into the intersection, passing Hancock Street on the right, and taking the next right onto Chestnut Street. Follow Chestnut Street to a stop sign. Proceed straight onto Miller Stile Road. The Chamber is the large white building on the left side.

### **Sovereign Bank • One Sovereign Place, (128 Union Street), New Bedford • (508) 984-2000**

Please sign in at the guard desk which is located on the ground floor at the branch level.

*From Boston and points North:* Take Route 24 South to 140 South. Take Exit 2E onto I-195 East. Take Exit 15 (Downtown New Bedford) onto Route 18. At the second light, turn right on to Union Street. Take third left onto Acushnet Avenue. The parking lot is located immediately on your left. *From points West (Fall River, Providence) and East (Cape Cod):* Take Route 195 to Exit 15 (Downtown New Bedford) onto Route 18. At the second light, turn right onto Union Street. Take third left onto Acushnet Avenue. The parking lot is located immediately on your left.

### **Worcester Regional Chamber of Commerce • 446 Main Street, Suite 200, Worcester • (508) 753-2924**

*From East:* Take the Mass Pike to Route 495 North to Route 290 West to Worcester. Take Exit 16 - Central Street. Take a right at bottom of ramp. Proceed straight through three sets of lights and at the fourth set (street ends), take a left onto Main Street. Proceed until you see the Sovereign Bank glass tower on right. Take right onto Pleasant Street before the building. Entrance to garage will be on your left. Once in the garage you'll find a walk through connector on the third floor. This will bring you to the fourth floor of the building. Take the elevator to the second floor to the Chamber offices. *From West:* Take the Mass Pike to Auburn (Exit 10). Take Route 290 East to Exit 16 in Worcester. At bottom of ramp, take left onto Central Street. Proceed straight through four sets of lights and at the fifth set (street ends), take a left onto Main Street. Proceed until you see the Sovereign Bank glass tower on right. Take right onto Pleasant Street before the building. Entrance to garage will be on your left. Once in the garage you'll find a walk through connector on the third floor. This will bring you to the fourth floor of the building. Take the elevator to the second floor to the Chamber offices.



## Partners and Cosponsors



The **Massachusetts Export Center** ([www.mass.gov/export](http://www.mass.gov/export)), part of the Massachusetts Small Business Development Center Network, recognizes the need to make export services easily accessible to companies of all sizes, and it serves as the state's one-stop resource for export assistance. The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process.

Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs. Massachusetts companies can learn more about the Massachusetts Export Center by visiting our website or by calling **(617) 973-8664**.



The **Massachusetts Small Business Development Center Network** ([www.msbdcenter.org](http://www.msbdcenter.org)), through the **Massachusetts Export Center**, offers small to medium sized Massachusetts companies business advice on assessing export opportunities, market research analysis and educational programs through the *Partners for Trade* executive seminar series. Assistance includes counseling on the elements of an

international business plan, assisting in the development of an international marketing strategy, providing market research reports and trade leads, publishing various export guides and organizing a variety of export training programs. International trade advising services are available statewide with counselors housed in Boston, Holyoke, New Bedford and Worcester.



The **Massachusetts Department of Business Development** works with the business community to help create, retain and attract jobs throughout the Commonwealth by offering programs that stimulate economic growth and development. The office is committed to working directly with the business community to make Massachusetts an even better place to do business.

The **Massachusetts Office of International Trade & Investment** is a sister agency to the Massachusetts Export Center that carries out the following international economic activities: attracting foreign companies to invest in Massachusetts; handling all foreign protocol, which currently involves 30 sister state and development agency agreements with Massachusetts; and focused export promotion through international trade show participation. MOITI has four foreign offices—Berlin, Mexico City, Sao Paulo and Shanghai—that engage in export promotion activities integrated with the services of the Massachusetts Export Center.

**MassDevelopment** provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts by providing real estate development and financial services through its four core lines of business: Real Estate Development, Investment Banking, Economic Development Lending and Community Development. The agency's lines of business are designed to support a project at any stage — from concept to development.

The **U.S. Export Assistance Center** offers a full range of federal export programs and services under one roof, including counseling, market research, trade contact facilitation, international trade promotion events, and trade finance through the Export Working Capital Loan Guarantee Program. The U.S. Export Assistance Center combines the export marketing resources of the **U.S. Department of Commerce** and the export finance resources of the U.S. Small Business Administration.

The **U.S. Small Business Administration** is dedicated to providing quality, customer-oriented, full-service programs and accurate, timely information to the entrepreneurial community. SBA offers a number of export information assistance programs such as counseling, marketing research, publications and workshops. SBA also offers financial assistance through the regular business loan and the Export Working Capital Program.

The **Massachusetts Small Business Development Center (MSBDC) Network** provides free, high quality, one-to-one management and technical business advice and educational programs at a reasonable cost to potential and existing small business entrepreneurs throughout the Commonwealth.

The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Executive Office of Housing and Economic Development and a consortium of higher educational institutions led by the University of Massachusetts Amherst, Isenberg School of Management, and including Clark University, Salem State College, the University of Massachusetts Boston and the University of Massachusetts Dartmouth.

**State Office** ..... (413) 545-6301

**Business Advising Centers**

- Berkshire Regional Office ..... (413) 499-0933
- Boston Regional Office & Minority Business Center ..... (617) 287-7750
- Central Regional Office ..... (508) 793-7615
- Massachusetts Export Center
  - Boston Office / Headquarters ..... (617) 973-8664
  - Holyoke Office ..... (413) 552-2316
  - New Bedford Office ..... (508) 999-1388
  - Worcester Office ..... (508) 929-8844
- Northeast Regional Office ..... (978) 542-6343
- Procurement Technical Assistance Center ..... (413) 545-6303
- Southeast Regional Office ..... (508) 673-9783
- Western Regional Office ..... (413) 737-6712

**Visit our website at [www.msbdc.org](http://www.msbdc.org)**



Special thanks to the New Bedford Area Chamber of Commerce, Holyoke Community College and Worcester State College for hosting the Massachusetts Export Center's regional offices.



# Registration Form

Please complete a separate registration form for each attendee. Payment must accompany registration form. We accept cash and personal or company checks. We do not accept credit cards or purchase orders, nor do we invoice participants. Confirmations will not be sent.

*Please make checks payable to the University of Massachusetts*

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- ☐ Advanced International Letter of Credit and Risk Management Certificate Program (\$95)
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- ☐ Essentials of Exporting (\$50)
- ☐ Export Logistics and Regulatory Compliance Certificate Series - all four sessions (\$450)  
~or individual sessions~
  - ☐ Export Logistics, Classification and Incoterms (\$130)
  - ☐ Export Documentation and Shipping Under FTAs (\$130)
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  - ☐ Best Practices for Developing Export Procedures... (\$130)
- ☐ Export Open House (\$10)
- ☐ Face to Face in Fitchburg: Expert Export Advice (no charge)
- ☐ Meet the Massachusetts Export Center (no charge)
  - ☐ Fall River ☐ Holyoke ☐ Lawrence ☐ New Bedford ☐ Quincy ☐ Springfield ☐ Worcester
- ☐ New Census Regulations: What Exporters Need to Know... (\$95)
- ☐ Nuts and Bolts of ITAR (\$75)
- ☐ Shipping Under NAFTA and Other FTAs (\$75)

○ Mr. ○ Ms. Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_ Web Address \_\_\_\_\_

Product/Service \_\_\_\_\_

Which best describes your company? ☐ Manufacturing ☐ Service ☐ Retail ☐ Wholesale ☐ Distribution

Are you exporting? ☐ Yes ☐ No Are you importing? ☐ Yes ☐ No

Countries of interest: \_\_\_\_\_

**Cancellation/Refund Information:** Cancellations received 48 hours prior to the seminar will be entitled to a refund. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program. **Walk-Ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar. **Payment:** We accept cash and company or personal checks. Sorry, we do not accept credit cards or purchase orders, nor do we invoice participants. Payment is due in full prior to the seminar. We cannot guarantee your place in a class without full payment in advance. **Series Pricing:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise the higher individual prices prevail.

The MSBDC is partially funded by the U.S. Small Business Administration and the Massachusetts Department of Business and Technology under cooperative agreement 8-603001-Z-0022-28 through the University of Massachusetts Amherst. SBDs are a program supported by the U.S. Small Business Administration and extended to the public on a nondiscriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the Massachusetts Export Center: State Transportation Building, 10 Park Plaza, Suite 4510, Boston, MA 02116; telephone (617) 973-8664.

Please mail registration and a check payable to the University of Massachusetts to: Catherine Cornwell, MSBDC Network, 227 Isenberg School of Management, University of Massachusetts, 121 Presidents Drive, Amherst, MA 01003-9310

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**Export Center** serves as the state's complete resource for export assistance.

The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs.

**For further information, visit our website at [www.mass.gov/export](http://www.mass.gov/export)**

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